

**Ashland Redevelopment Authority
Music/Arts Festival Steering Committee
Meeting Minutes for February 6, 2014**

Team present: Enzo Scalora, Steve Mitchell, Bonnie Mitchell, Kevin McGuire, Glenn Heywood, Isaac Sterns.

Others: Dan Shea, Joseph Magnani, Am Fuoti, Kaitlyn O'Toole

The meeting was called to order at 7:00 PM by E. Scalora

Minutes Approval

The meeting minutes from the 1/23/14 meeting were approved.

Programming

- Meeting was opened by welcoming the guests to the meeting and reviewing the overall mission and purpose of the music festival.
- Kevin McGuire reviewed a potential stage layout plan for Stone park as well as sample program schedule with the group.
- Kevin's plan consisted of three stages for the festival, 1 main in the center of the park, 1 small stage on Summer street corner and another small in Park Rd corner. Upon discussion it was decided that only one Main Stage would be utilized for the Festival in the center of the park and the Gazebo in the park would be utilized as the second small stage.
- The area of Summer Street is in discussion as another performance and arts area to be utilized. We will look into closing that street for the duration of the event.
- Steve Mitchell reiterated the goal of having Arts and Dance incorporated into the festival and not simply music. The group agreed to follow that strategy.
- Related to a sample program, the goal will be to alternate musical genres between the main stage and gazebo stage using 45 minute sets. Stones and Kelly's restaurant's will have rotating acts every 1 ½ hours of varying genres.
- We will look to establish an application, review and selection process for determining the acts and groups who will make up the lineup for the festival. We will look to incorporate the application process into our website.
- Suggestion to extend music and arts well down Summer street to include the center of town in the Festival. Library another suggested performance area to include the piano in the basement of the library as well as art exhibits.

Fundraising

- Proposed budget template was presented by Enzo Scalora and reviewed by the group.
- Sponsorship remains a major focus in terms of fundraising efforts for the Festival. Discussed potential partnership with a 501c3 facilitate sponsor donations, in order to better encourage donations from larger sponsors. Joe Magnani offered the potential partnership of Ashland Day's 501c3. We will review the potential with the town's legal council.
- Past budgets of Ashland Day and Ashland Half marathon were discussed in order to better gauge potential costs of the Festival.
- As potential sponsor leads occur or are thought of they will be sent to Enzo Scolara for coordination.
- Planning for food vendors to pay a flat participation rate for the event.
- Planning for Art vendors to also pay a flat participation rate for the event.
- Reviewed 'Donation or Suggested Donation' stations where we can handout coupon books for local businesses

Logistics

- Suggestion of the Community Center as a potential site for the Festival by Dan Shea. Group discussed and reviewed the desire to incorporate the downtown area and local businesses as part of the ARA's mission.
- Volunteers will be sought for setup and cleanup as part of youth community service requirements
- Portable Trailer Sound Stage will be explored as the main stage venue. Plan to have power run from near the pavilion to lesson noise impact. Power is already supplied to the Gazebo stage area.
- Insurance is planned to be provided under the town's binder
- For food area the large tent utilized for Ashland Day is under consideration for the event. Other vendors for the event will utilize 10 x 10 tents.
- Will reach out to the St. Cecilia to determine potential use of the church parking lot on the day of the event
- Steve Mitchell will be meeting with Chief Davis to discuss logistics for the event. We will be looking to utilize auxiliary officers for coverage for the event. Suggested donation to the auxiliary officers as part of our planning budget
- Town Manager Anthony Schiavi and Chief Davis will be at our next meeting
- Sub Committees will be formed and volunteers recruited for the areas of programming, fundraising, logistic planning, and media / marketing.
- Proposed deadline for completing the Music Festival Feasibility study set for February 20 or 27th depending on preparedness

- Enzo Scalora will create a logistics plan for the event to be reviewed at the next meeting

Marketing

- Initial Survey questionnaire was reviewed and suggestions made. Glenn Heywood will consolidate feedback from the group to revise questions.
- Survey monkey will be the medium for distributing the survey. We are consolidating various Ashland Association mailing lists.
- Isaac Sterns create a logo that was approved by the group to be utilized for event communications and marketing
- Steve Mitchell has secured the domain name www.ashlandmusicartsfestival.org

Action Items

- Enzo Scalora to create logistics plan for the event area
- Glenn Heywood to incorporate feedback for questionnaire, review with the committee and send out before our next meeting.
- Enzo Scalora to finalize budget template and include current potential expenses
- Enzo Scalora to follow up with town legal council regarding 501c3 partnership and insurance logistics
- Steve Mitchell to begin logistic discussion with Town Management as well as discuss how funding works with the Ashland Day Committee for that event
- Isaac Sterns to begin design discussions on the website development with Steve Mitchell
- Bonnie Mitchell to continue work on combining various mailing lists to compile a master list for the festival and our communication
- Group to begin pursuing sponsorship partners

Future Meetings (7PM-8:30PM):

- February 20th
- February 27th

Meeting adjourned at 8:45 PM

Respectfully submitted,

Kevin McGuire
Secretary